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39. (amend d) An advertising method according to claim 38, wherein the indicia displaying step includes carrying the indicia on a sheet and attaching the sheet to the arm.

40. (amended) An advertising method according to claim 38, wherein the indicia displaying step includes placing a cover only on an arm distal end, which arm distal end is carried within the passageway.

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48. (amended) An advertising method employing a turnstile, the turnstile having a housing and at least one arm rotatably carried by the housing, the at least one arm having an arm proximal end operable with the housing and an arm distal end extending into a passageway adjacent the housing, the method comprising the steps of:

slidably attaching a sleeve only on the at least one arm distal end and spaced from the at least one arm proximal end for positioning within the passageway, the sleeve receiving the at least one arm therein;

carrying advertising indicia related to an entity by the sleeve;
positioning the indicia for viewing by persons moving through the passageway; and
facilitating an awareness of the entity via the advertising indicia in a person moving through the passageway.

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53. (amended) An advertising method including a turnstile having an arm rotatably carried thereby for blocking a passageway, the method comprising the steps of:

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cont'd

displaying advertising indicia related to an entity on the arm; and
permitting the advertising indicia to be viewed by a person moving through the
passageway, thereby facilitating an awareness of the entity via the advertising indicia in the
person.